

## INTRODUCTION

### ~~What's~~ HSBB

→ High Speed Broadband (HSBB) is a broadband service that offers bandwidth delivered at network speeds of 10Mbps and above. Unlike normal broadband connections which deliver bandwidth at network speeds ranging between 384kbps and 4Mbps, basic HSBB packages will eventually allow Malaysians to experience high speed Internet of up to 100 times faster than the usual rate while businesses will be able to have maximum speeds of up to 1,000 Mbps (1Gbps).

HSBB will initially be deployed via fiber in the inner Klang Valley, Iskandar Malaysia and key industrial zones throughout the country. It is expected that 1.3 million premises will have the ability to access HSBB coverage by end 2012. High speed broadband will create an impact to economic and social development of the country. High Speed Broadband will definitely bring a whole new lifestyle experience for Malaysians in terms of opening up greater opportunities and providing access to rich content like never before in entertainment, gaming, education, business, work, health, communications services and much more.

High Speed Broadband also known as UniFi as a new product from Telekom Malaysia (TM). UniFi or United National Internet Fidelity service offers Video, Internet and Phone at the same time to the consumer and majority of which are served by FTTHx technology or Fiber To The Home Technology where a piece of fiber optic cable is split into many pairs (usually 8) and then split / spliced for sharing at the terminator unit. This usually allows up to 500 homes per dark fiber cable which has 4 pairs in them.

What's Streamyx.

Streamyx is Malaysia's premier broadband, hooking up Malaysians nationwide with the fast-paced online world. The bandwidth provided by Streamyx gives an unsurpassed internet experience. Audio and video stream consistently. With Streamyx broadband it will be a perpetually online, enjoying unlimited usage for a fixed rate and downloading data at lightning speed of up to 4.0Mbps.

Meanwhile,  
Streamyx is the ADSL which offers download speeds of 384kbps, 512kbps, 1Mbps, 2Mbps and 4Mbps for the consumer and it had been known to be able to stream up to 8Mbps for some line. Since it is ADSL, the upload speed is capped at 384kbps due to the upstream frequency allocated by the ITU G.Lite which is at 25-130KHz and the download at 140-1100KHz having said that the audible bandwidth of 6- 1200KHz is what our copper and ears can take without much loss of signal. SDSL is a different thing all together, which is the reverse of ADSL. Streamyx will initially be deployed via copper cable.

### Cost-effectiveness & Price comparison between UniFi and Streamyx

UniFi package is expensive than streamyx, but customer<sup>s are</sup> more satisfied with the service<sup>s</sup> provided. With the speeds up to 20Mbps customer<sup>s find</sup> will be worth the price<sup>worth the pay</sup> they paid. Streamyx is ~~cheaper but sometimes the user is not satisfied with the service and frequent interruptions in the~~ system. UniFi is offering 3 residential and 3 business package<sup>s</sup>. For residential VIP5 is RM149 a month, VIP10 is RM199 a month and VIP20 is RM249 a month. Each package internet speed and either a basic or premium Hypp TV subscription. For businesses, BIZ5 is RM199 a month, BIZ 10 is RM599 a month. Each package comes with attractive call plans, different internet speed and a host of complimentary services. While for streamyx, it offers a cheaper price compare to UniFi. Streamyx 2.0Mbps price is RM 188 and Streamyx 4.0Mbps is RM268 with free modem. UniFi offer more benefit to customer which customer will be able to experience the highest speed connection available in the market and this will enable customer to tap into many services such as online games, downloadable rich content, virtual interaction (video call) and an enriched shopping experience (rich multimedia virtual shopping, real time merchant tips). <sup>However, users can be unsatisfied with the services and frequent interruptions in the system. Hence,</sup> UniFi provides more stable and reliable connections to ensure a premium customer experience.

## CONCLUSION

High Speed Broadband beats Streamyx in almost every aspect. <sup>Its</sup> ~~It's~~ browsing speed, video streaming, download speed beats Streamyx about 100 times more faster. Another advantages of HSBB or UniFi <sup>is</sup> ~~was~~ its high and <sup>s</sup> ~~S~~ymmetric upload speed, which <sup>is faster than</sup> ~~don't get with~~ Streamyx. <sup>is</sup> ~~For us~~ using HSBB or UniFi <sup>is</sup> ~~much more~~ better because of the speed, package, advantages and <sup>many</sup> ~~much~~ more. It will <sup>be</sup> ~~is~~ better for student <sup>and</sup> ~~or~~ for business <sup>people</sup> ~~.~~ Slow access to online services can really be annoying. Slow Internet access can deprive us of all the resources available on the Internet such as streaming video and audio. Having high-speed Internet access <sup>such as</sup> ~~like~~ broadband internet, <sup>is</sup> ~~.~~ the gateway to the realm of fast Internet.

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